

Message Text

UNCLASSIFIED

PAGE 01 BEIRUT 02870 240759Z
ACTION NEA-11

INFO OCT-01 ISO-00 EB-08 /020 W
-----097136 241603Z /43
R 240531Z MAY 78
FM AMEMBASSY BEIRUT
TO USDOC WASHDC
INFO SECSTATE WASHDC 8061

UNCLAS BEIRUT 2870

E.O. 11652: N/A
TAGS: BBSR, LE
SUBJECT: WTDR/FTI: LIBRAIRIE DU LIBAN (ETS.KHALIL HABIB SAYEGH)

REF: USDOC OM OF APRIL 18, 1978

1. LEBANON

OFFICE USE: 2. 504 3. 0036900 4. 01

5. LIBRAIRIE DU LIBAN (ETS. KHALIL HABIB SAYEGH)
6. P.O. BOX 945, ZOKAK EL-BLAT, BUSTANI STR., SAYEGH BLDG.
7. BEIRUT

8. CONTACT: KHALIL H. SAYEGH
O. TITLE: PARTNER AND GM
10. PHONE: 258259/295735 11. TELEX: LIBSAY 21037 LE
12. CABLE: LIBRAIRIE DU LIBAN, BEIRUT
13. ESTABL: 1945 14. EMPL: 50 15. SIZE: "VERY LARGE"
16. REPUTATION: Y-GOOD 17. REPT. DATE: 05/78
OFFICE USE: 18. K 19. NA 20. X 21. NA 22. NA

23A. 27310/1235 AGT. IMP. RET. DIST. OF BOOKS
23B. 27317/0345 MGF. RET. EXP. DIST. OF DICTIONARIES AND
CHILDREN'S BOOKS IN ARABIC

24. FOREIGN SALES: LEBANON AND OTHER ARAB COUNTRIES
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25. FINANCIAL REFS: BANQUE DE L'INDUSTRIE ET DU TRAVAIL, SAL;
BANQUE LIBANAISE POUR LE COMMERCE, SAL; BOTH IN BEIRUT

26. TRADE REFS: LANGE MEDICAL PUBLICATIONS, DRAWER L, LOS
ALTOS, CAL.; MCGRAW HILL BOOK CO., INC., 330 W. 42ND ST.,
NEW YORK, N.Y.

27. FOREIGN FIRMS REPRESENTED: AGENT OF LANGE MEDICAL PUBLICATIONS, DRAWER L, LOS ALTOS, CALIFORNIA FOR MEDICAL BOOKS, ACQUIRED 1974. ALSO REPRESENTS SEVERAL BRITISH SUPPLIERS OF BOOKS AND IMPORTS ENGLISH LANGUAGE BOOKS FROM U.S.A. ON A NON-EXCLUSIVE AGENCY BASIS.

28. POST EVALUATION: THIS FIRM IS ONE OF THE LEADING LOCAL IMPORTERS AND DEALERS OF BOOKS, MAGAZINE AND PERIODICALS. IT IS ALSO A LEADING PUBLISHER OF DICTIONARIES AND CHILDREN'S "LADY BIRDS" BOOKS IN ARABIC LANGUAGE. FIRM OPERATES AS A COLLECTIVE PARTNERSHIP BETWEEN KHALIL AND HIS BROTHER GEORGE SAYEGH. LOCAL BANKING AND BUSINESS SOURCES REPORT THAT THE FIRM IS ACTIVE AND PRUDENT IN ITS BUSINESS, MEETS ITS OBLIGATIONS PROMPTLY AND ENJOYS A GOOD FINANCIAL AND BUSINESS REPUTATION. FIRM IS IN A SOUND AND HEALTHY FINANCIAL POSITION DESPITE MERCHANDISE LOSSES AND DESTRUCTION OF ITS PREMISES LOCATED IN THE MAIN COMMERCIAL CENTER OF THE CITY DURING THE 1975-76 CIVIL HOSTILITIES IN LEBANON. FIRM NOW OWNS AND OCCUPIES A 5-STOREY OFFICE BUILDING WITH A LARGE GROUND FLOOR SALES AREA AND BASEMENT WAREHOUSING LOCATED IN A RESIDENTIAL AREA OF BEIRUT. FIRM OPERATES 3 BOOKSTORES, ONE IN BEIRUT NEAR THE AMERICAN UNIVERSITY, ONE IN DAMASCUS, SYRIA, AND ONE IN CAIRO, EGYPT. FIRM'S SALES ABILITY IS CONSIDERED GOOD THROUGHOUT ITS SALES AREAS; ITS TURNOVER IN 1977 REPORTEDLY WAS OVER 6 MILLION LEBANESE POUNDS (U.S. DOLLAR QEQUALS 2.95 L.L.). FIRM'S OWNERS WHO ARE REPUTABLE UNCLASSIFIED

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AND PRUDENT WITH LONG EXPERIENCE IN THEIR LINES OF BUSINESS POSSESS LARGE MEANS, ESTIMATED AT AROUND 5,000,000 LEBANESE POUNDS, INVESTED MAINLY IN REAL ESTATE AND SHARES. FIRM IS HIGHLY RECOMMENDED AS A TRADE CONTACT FOR U.S. FIRMS.

29. PREP: MOHAMMED O. SUKKAR APPR: TAIN P. TOMPKINS
LANE

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NNN

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TAGS: BBSR, LE
To: COM
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